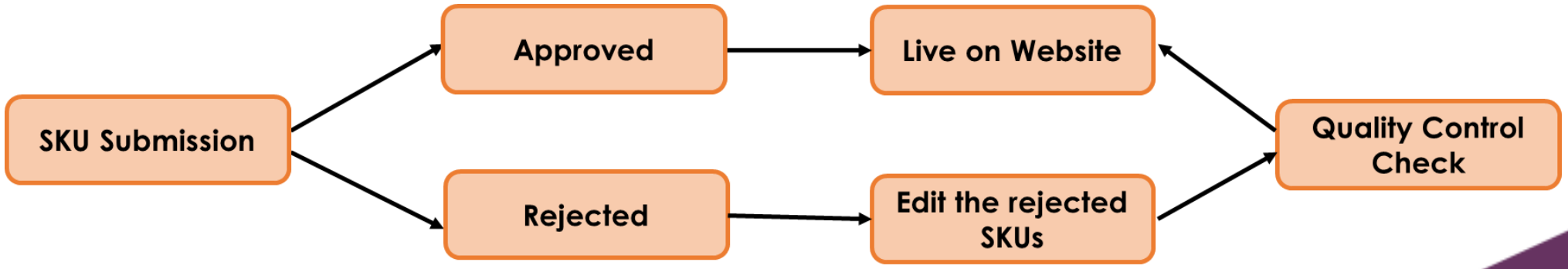
Product Rejection Reasons & Editing Guide

Daraz University

Product Quality Control Process

- Quality control (QC) is a procedure intended to ensure that products or seller service adheres to a defined set of quality criteria or meets the requirements pre-decided by Daraz. This guarantees that product quality is maintained or improved with minimum error.
- When a product is rejected, there is a rejection reason associated with it to inform the seller why the product was not approved for listing. Previously the rejection reasons could be viewed in the “Suspended” tab in the Product Management section (under violation description).
- The processing time may take from 2 hours to 48 hours from the time it was last edited, depending on the product information such as category, words, images, etc.
- One product can be rejected with multiple rejection reasons
- Constant revision of the content before Quality Check approval will cause delay in the review process



View & Edit Rejected SKUs

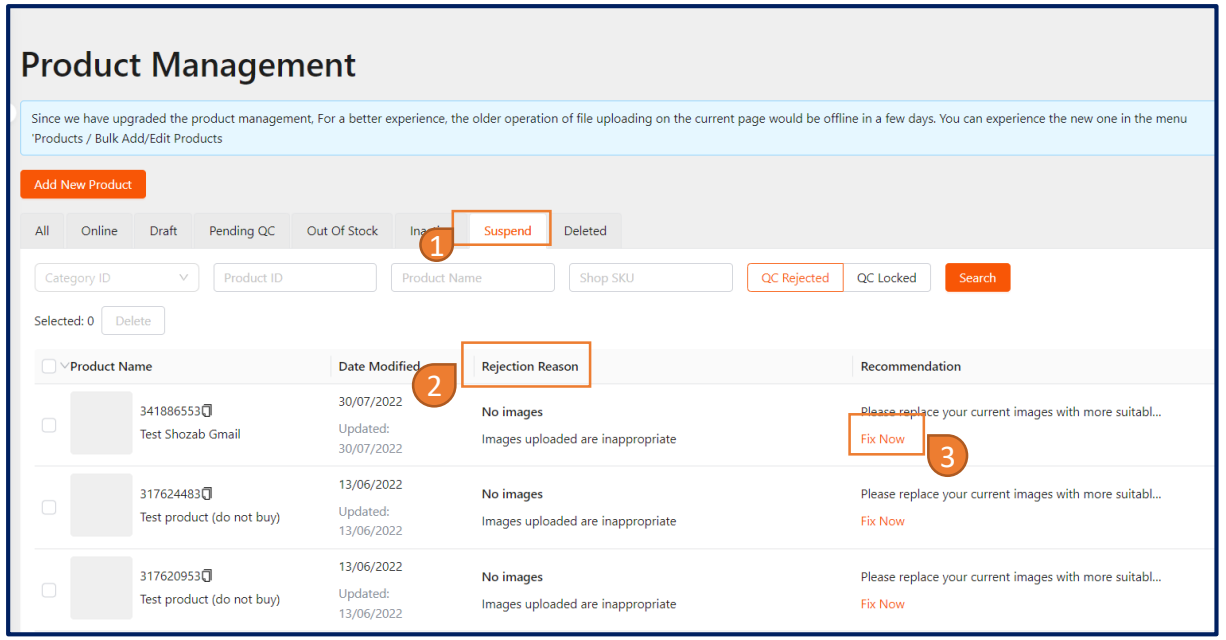
Login to Seller Center

Products tab → Product Management

1. **Rejected SKUs fall in Suspend Tab - Under Suspend Tab you can view QC rejected and QC Locked**

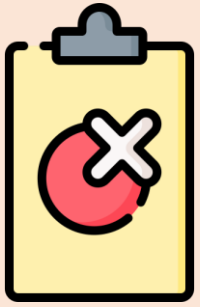
2. **Reasons for product rejection can be viewed under ‘Rejection Reason’ column**

3. **There is now a Recommendation column to help you understand what you need to do to fix your product listing to make it acceptable for Daraz. The “Fix Now” button will redirect you to the edit page where you will be able to edit the product listing and resubmit it in case it was in QC rejected.**



Poor Quality vs. Policy Violation

- Poor quality SKUs include incorrect format/category, inappropriate prices etc.
- Sellers can view Rejected SKUs, its reasons and edit them to rectify accordingly
- The products will then be resubmitted for Quality Check

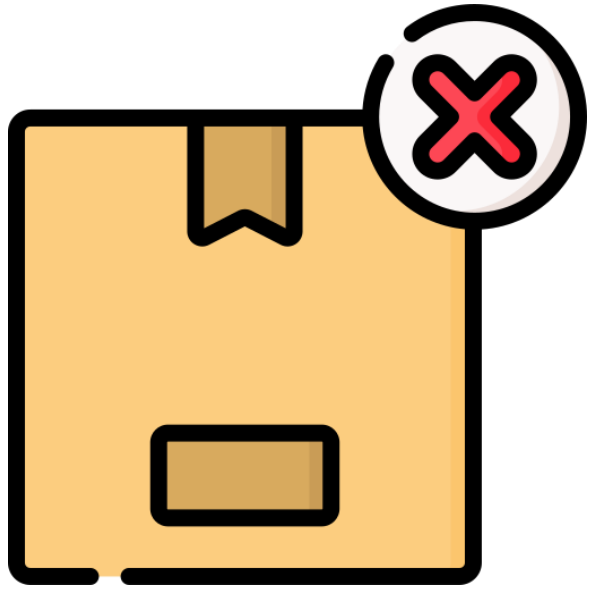


These products are not allowed to be edited for resubmitted. This is restricted to products that have the following situations:

- Brands that Daraz has exclusive partnership agreements with
- Products that are illegal to sell in the country due to hazardous ingredients
- Products that have received multiple complaints from customers
- Products that are counterfeit
- Not performing SKUs for the past 120 days

Product Rejection Reasons

- **Wrong Category:** Product must be tagged in its relevant category within the category tree for correct tagging and visibility on the website
- **Explicit images:** Inappropriate or obscene images are not allowed on Daraz
- **Incorrect brand name:** Brand name should be genuine and the one that is shown in the image or mentioned on the product. Misleading, incorrect and fake brand names are not allowed
- **What's in the box missing:** If the image and the description shows more than one item then it must be mentioned in "What's in the box" section along with the quantity. This includes the accessories or any other item that is included in the package content of that particular SKU
- **Replica products not allowed:** If the product appears to be a replica / fake then it will be rejected
- **No scribbles are allowed:** No watermark or scribbles are allowed on the images



Product Rejection Reasons

- **Unreasonable price/fake discounts:** If the product price is not reasonable or a fake or unreasonable discount is applied, the product will be rejected
- **Image/description mismatch:** Images must match the product name, description and/or attributes given. Either revise product name, description and/or attributes or provide a new image that represents the description accurately
- **Brand authorization:** Daraz restricts the sale of certain brands without proper authorization
- **Features missing / insufficient information:** Accurate information should be provided about the product with detailed description and specification depending on the type of product you're selling. Incorrect or insufficient information on a particular product leads to QC rejection
- **Product not allowed on website:** Daraz, does not allow products prohibited by law, counterfeit, religious or products that are dangerous. Daraz will also not allow products that are against our internal policy.
- **Duplicate SKUs:** Daraz does not allow sellers to duplicate products for any reason like to improve visibility in search or to receive more orders
- **Incorrect Name Format:** Product title should not include irrelevant or repetitive words
- **Insufficient Product Highlights & Features:** Daraz will reject the products that do not include detailed product descriptions and features
- **Poor Image Quality:** Daraz will reject products that do not follow Daraz Image Guidelines such as product images that have low resolution product images, incorrect picture background, or cropped images

Product Rejection Examples

Wrong Category: Product must be tagged in its relevant category within the category tree for correct tagging and visibility on the website

This should be tagged in 'Home & Living'

No scribbles are allowed: No watermark or scribbles are allowed on the images

Watermark across product image can be clearly seen

Product Rejection Examples

Incorrect Brand Name: The brand name should be consistent with the image attached

The brand can be clearly seen as Beats By Dre, but listed as Mobile Accessories, hence it will be rejected

Replica products: The product appears to be a replica and is mispriced

The phone though listed properly is obviously a replica due to price

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